Henry Castillo

New York, NY | henrycastillome@gmail.com | +1-347-632-6675 | https://henrycastillo.dev

Creative Product Designer with a passion for solving complex design challenges and delivering innovative solutions. With a fresh perspective and a Master's degree in Information Experience Design, I'm eager to apply my knowledge to design intuitive interfaces that are useful, usable, desirable, and accessible.

WORK EXPERIENCE

UX Designer Consultant   09/2022 to 12/2023
Center for Digital Experiences | New York, United States

- Collaborated with product managers and UX designers on the end-to-end design process to translate project requirements and business objectives into polished user interfaces, contributing to a 50% increase in user satisfaction.
- Used wireframes, mock-ups, and prototypes to establish user interface design and architecture, resulting in a 20% increase in user engagement and 15% reduction in navigation time.
- Converted abstract ideas and user needs into personas and storyboards that connected to product and team goals.
- Conducted live user experience testing of components and functionality to gather feedback and continually improve designs.

Founder & Director of Business Development   06/2015 to 01/2022
40minutes Fitness | Bogotá, Colombia

- Developed and implemented a comprehensive business plan and conducted cost/benefit analysis to make informed decisions.
- Managed communication channels for effective marketing including Instagram, Facebook, and Whatsapp.
- Recruited, trained, and managed a staff that grew from 1 to 20 people in 3 years.
- Expanded customers from 0 to 200 in 3 years, resulting in an increase in annual revenue from $50M (COP) in the first year of business to $150M (COP) in the third year.

UNIVERSITY PROJECTS

Menu App Developer   12/2021 to 07/2022
Pratt Institute | New York, United States

- Conducted extensive research to understand user preferences, constraints, and expectations when ordering online.
- Designed intuitive & interactive high-fidelity prototypes in Figma turning conceptual ideas into a useful product.
- Oversaw usability testing to refine the app's design through multiple iterations of enhancements to address user pain points.
- Collaborated across teams to solve creative problems in ways that aligned with business goals.

Web Usability Consultant   12/2021 to 07/2022
Archives of American Art | New York, United States

- Led comprehensive research to identify pain points and opportunities for improvement in flows on the donation page.
- Implemented usability testing sessions with target users, leading to a 25% improvement in donation conversion rates through optimized user flows and cleared calls-to-action.
- Redesigned the donation page interface to improve usability and visual appeal, resulting in 20% increase in donation amounts and a 15% decrease in bounce rate.
- Solicited feedback on a range of design options to ensure visual designs were aligned with the company's vision and aesthetic.

EDUCATION

Master's Degree (MS) in Information Experience Design   01/2022 to 12/2023
Pratt Institute | New York, United States | GPA: 3.8

Bachelor's Degree (BS) in Industrial Engineering   09/2011 to 08/2015
Universidad El Bosque | Bogotá, Colombia | GPA: 3.7

SKILLS AND COMPETENCIES

- Frontend: BootStrap, CSS, HTML, JavaScript, React, Tailwind CSS, TypeScript
- Design: Figma, Sketch, Responsive Design, Typography, Visual Design
- Product Development: Card Sorting, Competitive Analysis, Prototyping, Tree Testing, Usability Studies, User Research, Wireframes

CERTIFICATIONS

- Front End Developer (Meta, 2023)
- Full Stack Developer (IBM, 2023)
- UX Designer (Google, 2021)